captioned, 'Prasar Bharati to streamline operations' which appeared in the Hindu, dated the 19th April, 2002;

(b) if so, whether Prasar Bharati has now decided to adopt double entry accounting system to streamline its operations;

(c) if so, whether Prasar Bharati could not maintain transparency in financial matters in the past;

(d) if so, the reasons therefor; and

(e) the extent to which the adoption of double entry accounting system is going to maintain transparency in its accounts?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir.

(b) to (e) When All India Radio and Doordarshan were Central Govemment Departments, they followed the Govemment accounting system based on single-entry system. After establishment of Prasar Bharati as a statutory Corporation, it has been decided, with the approval of Comptroller and Auditor General of India, that Prasar Bharati would adopt the Uniform Format of Accounts for Central Autonomous Bodies, with suitable modifications as may be necessitated by the special features appropriate to Prasar Bharati. Adoption of the Uniform Format of Accounts, which is based on the double-entry system of accounts, will enable Prasar Bharati to maintain clarity in its accounts to the extent necessary for an autonomous organization is discharging its function of a public broadcaster which is also engaged in commercial activities.

**Deletion of Magazines and Newspapers by DAVP**

4880. SHRI MANOJ BHATTACHARYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the DAVP has decided to delete a number of newspapers and magazines from its list;

(b) whether some new criteria have been set to prepare such list;

(c) if so, the details thereof; and

(d) the reasons for deleting the number of magazines and local newspapers of West Bengal?

THE MINISTER OF INFORM ATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) The Advertisement Policy of the Govemment of India and Guidelines for Empanelment of Newspapers with the Directorate of Advertising and Visual Publicity (DAVP) came into effect from 14.2.2001 and continued till 30.4.2002. These guidelines *inter-alia* lay down norms regarding circulation declared established by the Registrar of Newspapers for India (RNI), standard of printing, non-repetition of contents and non-reproduction of contents from other publications. As against 2519 newspapers/periodicals on DAVP panel during the year 2000-2001; 2045 newspapers/periodicals were there during the year 2001-2002 out of which, 112 newspapers/periodicals, and 80 newspapers/periodicals, respectively were from West Bengal on DAVP panel.

**Drop in the earnings of DD**

4881. SHRI KALRAJ MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the annual earning of the Doordarshan have dropped by several crores during the year 2001-2002, as reported in the Statesman, dated the 22nd April, 2002;

(b) if so, the factors responsible for such a steep drop in its earnings;

(c) whether Doordarshan proposes to take any effective steps to enhance its earnings during the year 2002-2003; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) The gross commercial revenue earned by Doordarshan during the last two years is as under:—

2000-2001 Rs. 637.51 crores

2001-2002 Rs. 615.21 crores

It will be seen that the drop in revenue is only marginal.

(c) and (d) Prasar Bharati has intimated that within the constraints of a Public Broadcaster, Prasar Bharati endeavours to maximise its commercial revenue. Various measures taken by Doordarshan to enhance its revenue include improvement in the transmission quality and reception of Doordarshan Channels through digitalisation, exploiting the commercial potential of various Regional